

FINIEN™

06. YOUR BRAND LAUNCH

CREATING BRANDS WITH A PURPOSE: WHEN SOCIAL IMPACT TURNS INTO PROFIT

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SUCCEED WITH PURPOSE

As the consumer market becomes increasingly saturated with competitive product and service offerings, branding is emerging as a key differentiator for prospective consumers. Thanks to a growing number of digital channels that allow consumers to interact with brands, consumers have the opportunity to be well-informed before they make a purchase. The most recent Edelman GoodPurpose study, which “explores consumer attitudes around social purpose, including their commitment to specific societal issues and their expectations of brands and corporations,” supports the notion that consumers care about how brands address social issues. Furthermore, the study suggests that social purpose plays a role in consumers’ purchasing decisions.



87%

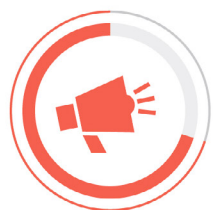
of global consumers believe that business needs to place at least equal weight on society’s interests as on business’ interests

Source: 2012 Edelman Good Purpose Study

80%

of global consumers think it is important for companies to make them aware of their efforts to address societal issues

Source: 2012 Edelman Good Purpose Study



71%

of consumers would help a brand promote their products or services if there is a good cause behind them

Source: 2012 Edelman Good Purpose Study

91%

of global consumers would switch brands if a different brand of similar price and quality supported a good cause

Source: 2013 Cone Communications/Echo Global CSR Study



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Fostering a win-win relationship between business and the greater community is the ultimate goal of creating a brand with a purpose. Brands that effectively integrate social causes into their mission will likely see their business success translate into a greater impact on their social cause and vice versa. It is critical for this relationship to be conveyed clearly to consumers and employees. By nurturing this relationship consistently and communicating about social impact with customers, brands build trust and gain leverage in attracting a growing segment of conscious consumers. Moreover, a strong purpose-driven brand can also inspire loyalty and enthusiasm in consumers that may otherwise feel impartial to the branded product or service without the cause. In this white paper, we discuss case studies that represent two different approaches to creating a brand with a purpose:

- 1. Creating a brand that is purpose-driven from the start**
- 2. Adopting a greater purpose after your brand is already established**

1) A purpose-driven brand from birth: The TOMS Case Study



TOMS

Perhaps one of the most notable and successful brands with a purpose, TOMS was founded on the idea that charity can benefit greatly from being tied to a for-profit business. Founder Blake Mycoskie was already a seasoned entrepreneur, but before he came up with the TOMS business model, he was inspired by a social need. During a trip to Argentina in 2006, Mycoskie noticed that many of the children he saw did not have shoes to wear. Without proper footwear, these children were vulnerable to foot-borne diseases. He wanted to help them, but knew a single donation could only go so far. Thus, TOMS was born to fuel sustainable charitable giving & allow Mycoskie to continue his work as an entrepreneur. If you already have a social purpose behind your business idea, here are a few lessons from TOMS that can help you maximize your success as a business and cause-supporter:

Brand your movement or business model for mutual sustainable growth

The TOMS shoes brand is built upon a simple relationship: for each pair of shoes purchased, another pair is donated to a child in need. Known as the One for One movement, this relationship drives the company's innovation and growth. It is deeply integrated into the TOMS brand and has naturally emerged as their tagline and the core theme in their messaging.

If you are a startup, it's never too early to consider how the business and social focuses of your brand will harmonize and impact future opportunities for expansion. After five years giving and selling shoes successfully, TOMS announced a new One for One product: eyewear. In his blog, founder Blake Mycoskie writes, "Four years ago, when I realized that our One for One model could serve more needs than shoes, it struck me that it was our responsibility to do so, and a real urgency set in. I started gathering a TOMS team together to find out more about sight and how to give more in a new way, responsibly." The One for One movement inspired TOMS to tackle eyesight issues in the U.S. and it also cleared a path for them to enter a new segment of the fashion market. The possibilities for growth under this model are limitless.

Bring your story and your product together as one

As soon as you buy a TOMS product, you become interwoven into the story of giving to a child in need. If you have ever bought a pair of TOMS shoes, you may recall something special about opening your shoe box for the first time. This is not by coincidence. TOMS has carefully crafted their story into that experience, which builds intimacy and memories with the brand. You don't have to dig very deep online to discover a community of people documenting their "unboxing" experiences through photos and videos. This photo was submitted by Savannah to the page called *'Things organized neatly'* on Tumblr.



Image source: <http://thingsorganizedneatly.tumblr.com/post/7889096284/submission-all-inside-a-toms-shoe-box-by>

As you can see in the photo, the TOMS package is much more than a pair of shoes in a container. The typography on the shoebox itself reminds the owner about the impact of their purchase. Although not depicted, the back of the sticker (top right corner) has 5 specific ways to get involved in the One for One movement. TOMS also includes a copy of a thank-you letter written by founder Blake Mycoskie.

Will your brand weave audiences into meaningful stories through their purchases? As a purpose-driven brand, infusing this relationship into your touch points will help build more intimate connections with your customers. And, when people feel good about a purchase, they feel compelled to share their experience.

Share your story through social media

Social media provides a great avenue for brand storytelling. TOMS has created an incredibly loyal and enthusiastic following by incorporating One for One stories across its social platforms, which include Facebook, Twitter, and Pinterest. A quick review of responses to TOMS' social media posts reveals that people love hearing uplifting stories and feel a sense of pride and validation when they see that a brand they support is making a difference. By showing your social media followers this side of your business, you can strengthen your social media following and brand image. Here are a few examples of how TOMS tells their unfolding story of giving back through social media:

TWITTER



TOMS @TOMS

23h

It all starts with a simple decision. #OneforOne | Giving partner @Americares in El Salvador: toms.sh/19JOefA pic.twitter.com/ui90ezC6rL



FACEBOOK

TOMS
December 14

From the Seva Foundation in Nepal, a woman showing gratitude after receiving a TOMS-supported cataract surgery that restored her vision. #OneforOne



Like · Comment · Share 29

1,434 people like this. Top Comments

Write a comment...

Adam Stryker Proud to wear them:)




Like · Reply · 13 · December 14 at 2:35pm via mobile

Sorca Holmes Priceless.....Toms your amazing.

Like · Reply · 2 · December 14 at 2:42pm via mobile

PINTEREST



"When I got my TOMS Shoes, I immediately felt comfortable. My walk to school is easier now." — Gugu, 12, who received new TOMS Shoes from Giving Partner Sesego Cares in South Africa

147 74 1

Pinned from blog.toms.com

Shahad Yamani

2) A Brand Strengthened by Adopting a Cause: The Ben & Jerry's Case Study



Ben & Jerry's is an iconic American brand known for its novelty ice cream, activism, and socially conscious business practices. The company was founded by two friends with a love for food, who decided to go into business together. Ben Cohen and Jerry Greenfield started making "Vermont's Finest ice cream" in 1978 and their unique product quickly grew in popularity. As Ben & Jerry's became an increasingly successful national brand, Ben and Jerry felt compelled to share their success with others (Source: <https://www.unileverusa.com/brands/food-and-drink/ben-and-jerrys.html>). This desire led them to incorporate a greater mission into their brand, which has gradually shaped every aspect of their business and set them apart from other ice cream brands. If you do not already have a greater purpose associated with your brand, it's not too late to adopt one:

Align with a purpose that is a natural extension of your brand

While ice cream as a product is not inherently infused with a social cause, Ben & Jerry's has found natural ways to weave greater causes into its brand and product line. Ben & Jerry's has adopted a wide range of causes linked to environmentally and economically sustainable food systems through the sourcing of its ice cream ingredients, which are now natural and Fairtrade certified. If you are unsure of how to find a purposeful extension of your brand, start by considering how the values of your brand relate to doing good. You can then narrow in on an industry-specific focus, and either use your brand to support existing movements or create your own. For Ben and Jerry, making the highest quality ice cream from local ingredients translated into wanting every part of their product and business practices to contribute to the well-being and sustainability of the communities they had an impact on. Many of these communities were naturally part of the food industry, but the brand's activism now extends beyond food. Here are some other inspiring ways Ben & Jerry's incorporates sustainability into its brand today:

Product packaging

In 2009, Ben & Jerry's began making its pint containers out of Forest Stewardship Council (FSC) certified paperboard. This certification indicates that the "pulp in the paperboard comes from forests that are managed for the protection of wildlife habitat, maintenance of biodiversity, and other forest-sustainability criteria." If you consider the materials you use to package your products or support your services, you may find creative ways to align them with your cause

(Source: <http://www.benjerry.com/company/sear-reports/sear-2010>).

Custom products and campaigns

Creating a special purpose-driven campaign supported by your brand's existing products can be an effective way to introduce a cause. In 2002, Ben & Jerry's created a new ice cream flavor called "One Sweet Whirled," which they described as "one sweet ice cream and one sweet campaign to fight global warming." The product was part of a campaign to get the public involved in the fight against global warming. Customers were encouraged to reduce their emissions in daily life and send pledge letters to Congress. One Sweet Whirled had its own website to make it easier for people to learn about global warming issues and get involved with related activism

(Source: <https://www.benjerry.com/about-us#4timeline>).

Partnerships

Consider partnering with another company or nonprofit organization that already has expertise in doing good for your cause. In 2000, Ben & Jerry's partnered with NativeEnergy, which they describe as "a nationally recognized provider of high quality carbon offsets." NativeEnergy helped them offset all the emissions from their manufacturing facilities and employee business flights so that their ice cream production practices aligned with their values around sustainability

(Source: <http://www.benjerry.com/company/sear-reports/sear-2010>).

Know the issue(s) you are addressing and educate your audience

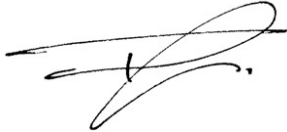
Simply having a greater purpose behind your brand does not guarantee your audience will jump on board. Being a credible source of knowledge is key to getting your audience to buy into your cause. If they are confused about how your brand is making a difference, or why you feel it is important to support your cause in the first place, your brand positioning will be weakened and will not stand out in a good way. You don't have to go into great detail, but we recommend taking a position that is easy to understand and support, but not too imposing on your customer. Ben and Jerry's shares the story of their "Caring Dairy" initiative through a colorful "Path to Caring Dairy Enlightenment" interactive map on their website. As the audience follows the path of the map they learn how the Ben & Jerry's dairy farmers participate in the program by improving 11 sustainability practices. The map also includes fun facts to educate people about dairy farming. Moreover, statements about the brand's position start with "we believe," instead of "you should" (which can backfire if someone feels like they are being told what to do). By making a quality effort to educate and engage their audience, Ben & Jerry's shows a true investment in sustainability, which in turn builds trust in their brand.

Engage your employees in your cause

It is important for your employees to feel like they have a role in supporting your brand's greater purpose. Ben & Jerry's employees have the opportunity to give back within their respective communities through organized local community services projects and participation in the Ben & Jerry's Foundation, which awards company-funded grants to non-profit organizations around the country. Employees that participate in grant-making committees, known as Community Action Teams, get to review proposals and make critical decisions about how to fund the organizations they support. Committee member and Marketing employee Jane Early writes: "I am really glad to be on the Community Action Team - and as always, when I get out of my little box over here and think about how much good we are empowered to do on behalf of B&J I am really proud and grateful" (Source: <http://benandjerrysfoundation.org/files/new%20pdfs/2012%20BJF%20Annual%20Report.pdf>). Regardless of how you choose to get your employees involved, remember that by empowering them, you will attract a team that is truly loyal and embodies your brand's win-win approach.

Keep this document on-hand when you plan your (next) brand launch and share it with your project team when planning your brand's vision and purpose.

Please share your opinion or own findings with me via fgeyrhalter@finien.com or engage with us to take you there safe and sound. I look forward to hearing from you!



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BUT WAIT, THERE'S MORE

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